



Photo credit: Bonnie Burrow

“On average, 71 pounds of waste are created for every pound of finished product.”

## Recycle Rex on Stage

**ONE GORGEOUS WEDNESDAY IN OCTOBER,** Bridgett Luther, the California Department of Conservation (DOC) executive director, and

DOC mascot Recycle Rex upstaged a backdrop of about 400,000 glittering baled aluminum cans at the Burbank Recycle Center. The DOC chose the Burbank facility to

thank Californians for 20 years of successful bottle-and-can recycling and to announce an increase in the California Refund Value (CRV) in the New Year.

Flanked by 19 lively Miller School third graders, Luther told the press and the public at large that since 1986, Californians have recycled 160 billion beverage containers—enough to cover the entire 800 miles of Interstate 5, 14-foot deep. When the Bottle Bill (Assembly Bill 2020), officially called the Litter Reduction Act, was enacted 20 years ago, a CRV of one cent was placed on carbonated beverages. The state's goal was to keep California clean and save natural resources.

The DOC announcement to increase the CRV—beverage containers under 24 ounces will increase from 4 cents to 5 cents and those 24-ounces or more, from 8 cents to 10 cents, beginning January 2007—means that consumers will receive 20 percent more cash for their CRV contain-

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**TRADER JOE'S SAYS:** "Bring in your own paper or plastic bags to shop with (or better yet, your canvas TJ's bag!) & we'll give you a raffle ticket for a chance to win a bag of Trader Joe's goodies in our bi-weekly drawings! Each one is a new chance to win!"

## BYOBag, please!

**A MILLION SEA CREATURES ARE GOING TO DIE** this year because of plastics that wash out to sea, says Californians Against Waste (CAW), the recyclers' non-profit advocate in Sacramento. Nearly 80 percent of marine debris, such as plastic bags, originates from urban runoff—water that carries litter down storm drains into waterways, onto beaches and out to sea. An April 2004 Los Angeles River cleanup found plastic film and bags responsible for 45 percent by volume of the overall litter collected (Resource Recycling, June 2006.)

California's recently enacted Grocery Bag Recycling Act (Assembly Bill 2449) expects to eliminate some of the

debris and animal destruction. It requires supermarkets and stores with over 10,000 sq. ft. of retail space to provide an in-store recycling program for plastic grocery bags and an opportunity to purchase reusable bags. Each store must keep records of collection, transportation and recycling of the bags for a minimum of three years and have them available upon city and/or state request.

CAW put some of the facts in perspective before AB 2449 was passed:

- Grocery stores produced 60 percent of all plastic bags used within California, which disposes of about 600 plastic bags each second.

- California generates 19 billion plastic bags a year—that's 552 bags per person per year and/or 147,038 tons of bags landfilled each year.

- It takes 11 barrels of oil to manufacture one ton of bags. That's one million barrels of oil each year or over 4,000 barrels per day used to make plastic bags!

Less than five percent of shoppers in the United States use canvas, cotton or mesh bags; and only six percent of plastic bags generated are recycled. Many of them wind up as litter—caught in trees, skimming roads and rivers, harming animals through entanglement, suffocation, starvation and ingestion. In the 1980s, plastic was estimated to kill

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## Bag Banning

- In 2002, Ireland imposed a 15-euro-cent surcharge on plastic bags and reduced their usage by 90 percent.
- Denmark taxes retailers for plastic bags purchased rather than individuals; nonetheless, the tax has reduced plastic bag usage 66 percent.
- In Africa, windblown plastic bags have spawned a cottage industry that harvests bags for weaving hats and bags. According to the British Broadcasting Corp., one group harvests 30,000 bags per month.
- In Australia, IKEA put a 10-cent charge on plastic bags while providing a reusable alternative and reports a 97 percent drop in their usage.
- Kenya links plastic bags with malaria. When discarded, they can fill with rainwater and become breeding grounds for malaria-carrying mosquitoes.
- Improper disposal of plastic bags in India/Bangladesh has caused several hundred deaths by clogging storm drains, resulting in urban floods.







Photo credit: Rick Meyer

**CHANDLER BIKEWAY**, "Burbank's Rivera," is one of the City's sustainable projects. Others include clean fuel City vehicles, solar panels at McCambridge Park, the "Made in the Shade" tree program, turbines at the landfill that convert methane gas to energy, rubberized asphalt streets and recycling education—all embrace conservation.

## Sustainability *rising!*

**T**he idea of acting locally and thinking globally is gaining momentum as local communities, NGOs, national governments and the United Nations learn to balance the three essentials of sustainability: environment, economy and equity.

Sustainability has come up through a succession beginning with the early romantic views of nature expressed by the likes of Emerson and Thoreau to the conservation movements of John Muir and Theodore Roosevelt, to the contemporary body of research linking biodiversity, climate, population, consumption, and ultimately to the application of

regenerative design. We now have the justification and the abilities to earnestly build sustainable communities that can balance equity, environment and economy.

November's State of the City Address featured local examples of sustainable programs and designs; and all 500 attendees left with compact fluorescent bulbs, enough to save 24,000 kilowatts per year or power four Burbank homes for a year.

### Let's talk sustainability

**TREAD LIGHTLY ON THE EARTH.** Keep a small ecological

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## Don't waste e-waste!

**YOUR LATEST GIFT IS A NEW COMPUTER!** What do you do with the old one? As host to lead and other toxics, computers and other electronics are not allowed in the refuse bin or the landfill! If you haven't found someone to give your old computer to, take it to the Burbank Recycle Center.

The Center accepts two computers and TVs from residents and businesses. The Center also accepts household quantities of batteries, fluorescents, thermometers, thermostats and other "universal waste" (u-waste).

These items may also be taken to the two household hazardous waste SAFE collection centers—one in Sun Valley, 11025 Randall St., and one on the Glendale / L.A. border at 4600 Colorado Blvd. L.A. County residents are limited to a total of six pieces of electronics per visit. Call 1-800-98-TOXIC (988-6942) or 818-238-3900 for more information. SAFE centers also accept paints, solvents, automotive fluids, cleaning products, pool and garden chemicals, medicine, batteries, fluorescent tubes/bulbs and other household hazardous waste.

P.S. (Did you know that ten tons of waste is generated to make a five pound laptop computer?)



Photo credit: Bonnie Burrow

## C. D. WARNER WAS WRONG!

In 1897, American essayist Charles Dudley Warner said everybody talks about the weather, but no one does anything about it—a statement often attributed to Mark Twain.

Not true, says California. Making national headlines, in September, Governor Schwarzenegger signed Assembly Bill 32 (AB 32), a greenhouse gas reduction program, named the **Global Warming Solutions Act of 2006**, calling for the state to reduce carbon emissions to 1990 levels by 2020. AB 32 puts California on the country's leading edge of climate change action.

Most scientists agree that greenhouse gases cause global warming and create some of the wild climate changes that are at least partly responsible for the shrinking glaciers, hurricanes and—even closer to home—heat waves such as the one in July 2006 that is esti-

mated to have killed 164 people in CA and 25,000 cattle. Greenhouse gases, in large part, come from man-made activities: Transportation. Burning coal and oil to produce electricity. Landfilling trash, which produces methane gas. Driving vehicles adds carbon emissions to the atmosphere. Greenhouse gases are also a byproduct of producing consumer goods.

A recent Waste News editorial concluded that “there’s too much evidence and critical mass building for the U.S. government to ignore the (greenhouse gas) issue any longer.” To substantiate its point, the News cited the AB 32 story and five others (below) stories in the issue:

- A **NASA director** warning about **flooding** and other **disasters** at home and abroad if global warming is not addressed.
- Business giant **Wal-Mart** saying it would welcome a cap-and-trade program for **carbon credits**.

■ **The National Football League** saying it will **plant trees** in Miami to mitigate carbon dioxide generated at this season’s Super Bowl.

■ **Staples** unveiling the largest **solar energy project** in New England, citing its moral obligation to improve its environmental impact and reduce greenhouse gas emissions.

■ A **British government** report concluding that the costs of global climate change, if left unchecked, could equal **20 percent** of the world’s gross domestic product.

The CIWMB estimates that recycling in California has reduced greenhouse gas emissions at a rate equal to taking 3.8 million cars off the road. If we reuse more, waste less, compost, buy recycled and reusable products rather than disposables, and repair and maintain the things we have, we will save energy, natural resources and landfill space, reduce air and water pollution and ultimately affect the weather!

### Home sweet home —upgraded



**THE CITY’S GROWING FLEET OF ALTERNATE FUEL VEHICLES (AFVs)**—including passenger cars, refuse trucks and street sweepers powered by compressed natural gas (CNG) and hydrogen engines—have taken the Public Works Yard through a major upgrade of its vehicle repair shop.

The AFVs, which are part of the City’s proactive efforts to promote a clean environment,

require a safe place for repair and maintenance. A major shop upgrade to accommodate these vehicles began in March 2006 and should be completed in early January 2007.

Unlike liquid diesel and gasoline, CNG and hydrogen fuels are lighter-than-air gasses. If a fuel leak occurs while an AFV is in the shop, the gases could collect at the ceiling and present a hazard. To prevent the build up of flammable gases, the City has installed a state-of-the-art

**VEHICLE REPAIR SHOP** has been upgraded to serve the City’s growing number of alternate fuel vehicles.

air ventilation system in the repair shop. The system is on during all operating hours. During non-business hours, sensors monitor for the presence of any flammable gas in the shop and will automatically turn on the fans, open shop doors and alert the Fire Department if a leak is detected.



## Starlight is a Bright Star



Photo credit: Rick Meyer

**C**HICAGO MARATHONERS HIT THE ROAD in November, and so did a long trail of trash, as it usually does at such events. Chicago did something about it: Local charities collected the clothes that runners cast off at the starting gate when the gun sounds. Ten trucks were on hand to salvage recyclables at clean-up time, and race organizers had already turned the marathon course green by planting 75 mature trees along a section of the 26.2-mile stretch to reduce “urban heat islands”.

When the Starlight Bowl opened the 2006 summer season with its 4,000-plus visitors at peak times, the Burbank Recycle Center also took some big green strides. Crying out to be captured were the 20,000 cans and bottles consumed by visitors who play, dine and drink throughout the Bowl’s eight summer shows.

To capture all the bottles and cans and other recyclables, Center staff, Starlight Bowl staff and vendors worked together to achieve an almost 90 percent recovery rate.

- Each Sunday night began with a kind of staff recycling pep rally, reviewing the last week’s successes and tips for improving the capture.
- Recycling banners were hung near the entrance, signs were placed at the kiosks

and concession stand; greeters wore shirts that shouted “Recycle” and they reminded people to do so.

- Concessionaires willingly separated their bottles, cans, cardboard and aluminum trays from the trash.
- Stage announcements at the opening, intermission and close of the show reminded the crowd to recycle.
- Blue carts for bottles and cans were replaced by well-labeled, clear plastic bags set in a metal frame. The see-through cart made it obvious that napkins, paper plates, coffee cups, plastic bags and food didn’t belong.
- Prize drawings of “Zero Waste” picnic baskets with reusable plates, mugs, silverware and cloth napkins showed that Zero Waste is possible anywhere.
- End-of-the-evening clean-up crews combed seats for trash, while recycling volunteers with gloves and grabbers snagged the remaining bottles, cans and cardboard in clear bags.

The Bowl’s new commitment is right in line with state Assembly Bill 2476, which requires all large venues and events to reduce the amount of waste going to landfills. Cities must annually report on waste reduction and recycling at large venues and events, as defined by AB 2476.

## Burbank Beats CA and U.S.A.!

# 65

### BURBANK

With a population of slightly over 100,000, Burbank recycled 65 percent of the waste it generated in 2005, says the California Integrated Waste Management Board (CIWMB), the state agency that monitors waste. From 2000 through 2004, Burbank has managed to divert an average of 58 percent of waste generated. Only 35 percent more to go before Burbank reaches Zero Waste!

# 52

### CALIFORNIA

When the CIWMB set a 50 percent goal in 1989, the thought of shrinking the state’s waste line to half its size by 2000 may have brought chills to the agency, but the Golden State just celebrated the fact that 52 percent of its 76 million tons of municipal solid waste generated in 2005 has been recycled.

# 32

### U.S.A.

The U.S. EPA 2005 waste characterization reports that America’s recycling rate has increased—from 31.4 percent to 32.1 percent since last year. That’s 1.6 million tons less solid waste going to landfills in 2005 than in 2004. (The flip side is that more than two-thirds of the country’s waste is still being buried or burned.) “What’s good for the environment is good for industry’s bottom line,” said EPA Administrator Stephen Johnson recently. He added that many companies are more profitable because they reuse and recycle. In 2005, the U.S. recycled about 40 percent of its packaging, 62 percent of its yard waste and half its paper waste. In 1980, the U.S. recycled only 11 percent of its waste.

*Bag Ban from page 2. . .*

over 100,000 marine mammals and sea turtles a year in the North Pacific alone; 20 years later, the numbers have multiplied. Many cows, goats and other animals suffer a similar fate to marine life when they accidentally ingest plastic bags while foraging for food.

We can save an animal, oil and natural gas (used in the bag manufacturing process) by bringing a bag, refusing a bag for just a few items, reusing bags and recycling worn bags at stores. Each high-quality reusable bag can eliminate an average of 1,000 plastic bags over its lifetime!

*Recycle Rex from page 1. . .*

ers when returned to a state-certified center!

Since January 2004, the CRV umbrella has covered water, soda, coffee, teas, juice drinks, wine coolers and more. The few beverage containers not covered are milk, medical food, nutritional supplements, infant formula, wine, 100 percent fruit juice in containers 46 ounces or more and vegetable juice over 16 ounces. (All beverage containers are recycled at the Center, however.)

Californians recycle more than 61 percent of their beverage containers, whereas the 39 states without a bottle bill recycle only 25 percent of theirs. Nonetheless, two-fifths of California's beverage containers still



**STATE DIRECTOR** Bridgett Luther, surrounded by a Miller School third grade class, teacher Elisa Hemingway, Recycle Rex and a six-ton wall of dazzling aluminum cans, chronicled the state's 20-year bottle-and can recycling success story for the press.

land in a landfill. CRV funds not redeemed are returned to cities to help pay for curbside recycling programs, grants, program advertising and administration, at no cost to the state's general fund.

## CANSTRUCTION FEEDS MANY

**TEAMS OF PROMINENT LOS ANGELES** architects, engineers, builders and designers created eleven exciting exhibits made entirely of cans of food, displayed in October at the Westfield Fashion Square, L.A. The award categories were as delightful as the sculptures themselves: "Best Use of Label," "Best Meal," "Food for Thought," "Structural Integrity," "Juror's Favorite," "Gnome More Hunger". The public was asked to donate canned food into nearby bins during the week-long event. Donated cans and those that were part of the sculpture were given to the Los Angeles Regional Foodbank, a private, non-profit, charitable organization. CANstruction served to bring attention to the plight of the hungry and inspire creativity; but it also reminds us that all food and beverage cans, aluminum, steel and tin, are easily recycled. Just empty, rinse and place them in your recycling cart or bin. Steel/tin beverage containers have the same CRV as other CRV bottles and cans.



**RODIN'S "THE THINKER"** won first prize at the CANstruction inaugural design / build competition at the Westfield Fashion Square, Los Angeles, in October.

*Photo credit: Darren Hoffman*



*Sustainability from page 3. . .*

footprint. Eat lower on the food chain. Consider the next seven generations. Live simply, so that others may simply live. Do more with less. Waste not, want not. These familiar sayings are all tenets of sustainability.

“Sustainable development meets the needs of the present without compromising the ability of future generations to meet their own needs,” said the World Commission on the Environment and Development ten years ago. There have been many amplifications to the term since then.

### Stewardship is sustainability!

The Rocky Mountain Institute (RMI) says sustainable development is “stewardship—the careful economic, long-term management of land, community and resources.” RMI distinguishing between growth, especially community growth, and development: Growth means getting bigger—expanding; development means getting better. RMI draws an analogy to the human body: “Human growth after maturity is cancer, but after reaching physical maturity, humans continue to develop in many beneficial and interesting ways: learning new skills, gaining deeper wisdom, cultivating new relationships and so on.” (Visit [www.RMI.org](http://www.RMI.org))

### Green building is sustainability!

The sustainable building goal of my administration, said an August 2000 State Executive Directive from Governor Gray Davis, is to site, design, deconstruct, construct, renovate, operate and maintain state buildings that are models of energy, water and materials

efficiency, while providing healthy, productive and comfortable indoor environments and long-term benefits to Californians.” (Visit [www.USBG.org](http://www.USBG.org))

Architect William McDonough (Time magazine’s 1999 Hero of the Planet) urges that we build buildings based on natural laws. A tree, he said: “...makes oxygen, distills water, provides a habitat for hundreds of species, builds soil, uses solar energy as fuel and self replicates... What we are talking about is designing a building like a tree. That could actually happen.”

### Reducing greenhouse gases is sustainability!

In signing Assembly Bill 32, the Global Warming Solutions Act, Governor Schwarzenegger has committed California to an essential principal of sustainability: “...to reduce (California’s) share of emissions...(by) developing the innovative policies and technologies needed to avoid the most dangerous consequences of global warming.” (See also page 4.)

### The three “Rs” spell sustainability!

Margo Reid Brown, Chair of the California Integrated Waste Management Board (CIWMB), says: “Recycling...helps protect valuable lands from becoming landfills, reduces the amount of greenhouse gas emissions and stimulates California’s economy.

“Using recycled materials cuts down on the energy used in the manufacturing process, which also reduces the amount of pollutants that enter our waterways. But in fact, more energy is saved by not consuming products and materials whenever possible, or by reusing products in their current form.” (Visit [www.ciwmb.ca.gov](http://www.ciwmb.ca.gov))

### Zero Waste is sustainability!

Zero Waste, which both Burbank and California signed onto in 2001, when Burbank’s “Race to Zero Waste” program won the League of California Cities award and Zero Waste became part of the state’s 2001 Strategic Plan. (Visit [www.zerowaste.ca.gov/](http://www.zerowaste.ca.gov/))

No waste at all, ever, may sound a bit utopian; but as Zero Waste planner Gary Liss says: Businesses talk about zero injuries and zero defects, but “...they don’t literally think they’ll never have an employee hurt or a part come out bad.” Zero Waste is a goal, a plan to eliminate waste rather than “manage” it. It is defined by the following:

- Zero Waste incorporates a “cradle to cradle” design philosophy that eliminates waste at conception and throughout a product’s life.
- It makes waste a resource; (no matter is lost in nature).
- It develops local economies, sustains jobs and is an economically viable option to landfilling.
- It reduces consumption because it produces products made to be reused, repaired or recycled back into nature or the marketplace.

**ZERO  
WASTE**  
**You make it  
happen!**



City of Burbank  
PUBLIC WORKS DEPARTMENT  
BURBANK RECYCLE CENTER

500 South Flower Street  
Burbank, CA 91502-2106

(818) 238-3900

(818) 841-9700 (Saturdays)

Monday-Friday: 8 a.m. – 5 p.m.

Saturday: 8 a.m. – 4 p.m.

BURBANK CITY COUNCIL

Todd Campbell, Mayor

Marsha Ramos, Vice Mayor

Dave Golonski, Council Member

David Gordon, Council Member

Jef Vander Borgh, Council Member

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## Postal Customer

## What to recycle?

**Recycle in your blue cart  
or white bin:**

### paper

(all clean dry paper)

### cardboard

(corrugated or other)

### cans

(aluminum, tin, steel cans)

### glass bottles and jars

### plastic bottles

(all numbers).

### plastic jugs

(milk, water, juice, detergent,  
etc.) Please empty and rinse  
containers.

**Call  
818-238-3900**

Mon-Fri  
8 a.m.– 5 p.m.  
*if you need:*

- recycling for your Burbank apartment/condo
- recycling for your Burbank business
- recycling/disposal of household hazardous waste
- recycling of used motor oil, oil filters, anti-freeze

*There is no additional charge for these services.*

### Recycle at the Center but NOT in your curbside container.

- Yes, batteries
- Yes, cell and other phones
- Yes, toner and/or inkjet cartridges
- Yes, video and audio tapes
- \* Yes, fluorescent bulbs, tubes
- Yes, sneakers, tennis shoes
- Yes, scrap metal, mixed plastics
- \*\* Yes, six-pack rings
- \*\* Yes, eyeglasses, hearing aids
- \*\* Yes, mercury fever thermometers
- \* Yes, electronics (computers, microwaves, TVs, etc.)

### Please do not put these in your blue cart or white bin:

No polystyrene foam (Styrofoam).

No paper cups, plates, towels, tissues, napkins, pizza boxes, food wrappers.

No ceramics, glassware, window panes, light bulbs, mirrors.

No hazardous wastes (paints, sprays, chemicals, solvents, etc.)

No food scraps or animal litter.

*\* household quantities only, 10 per year; 100 lbs. electronics maximum*

*\*\* in the Administration Building at the Center, Mon.- Fri.*

## Native Night Nearly Here

**N**O NATIVE SINGERS AND DANCERS are planned for the evening of January 25; but there will be loads of good information, slides and handouts for everyone interested in learning more about landscaping with California native plants. Lili Singer the acclaimed Southern California horticulture writer, speaker, radio show host and UCLA instructor will be presenting the benefits of water-saving, colorful, indigenous plants to Burbank residents on January 25,

7:00 pm at the Buena Vista Library. (Visit also [www.TheodorePayne.org](http://www.TheodorePayne.org))

The first Native Night in November packed the Recycle Center meeting room and generated a long waiting list for January's event. Attendees raved about Lili's presentation, the tables full of handouts, the slide show and the native plants on display. Don't miss out! If you want to attend on January 25 at 7:00 pm, please call Burbank Water and Power (BWP) at **818-238-3730**.



Photo credit: Ken Gillilan

The program jointly sponsored by BWP and the Recycle Center, dovetails with other City conservation programs and the backyard composting workshops, now in their sixteenth year. Nearly 9,000 Burbank residents have attended composting workshops since 1989, and an estimated 1,700 tons of Burbank yard clippings are turned into rich soil amendments each year in our neighborhood back yards. Please call the Recycle Center at **238-3900** to sign up for the next scheduled compost workshop.